

POSITION DESCRIPTION

POSITION TITLE	Visitor Information Centre Manager
FACILITY	Kuranda Visitor Information Centre
LOCATION	Kuranda
AWARD	Clerks - Private Sector Award 2020
WAGE/SALARY RANGE	\$70,000 - \$80,000 per annum

Position Summary

The Visitor Information Centre Manager is responsible for the day-to-day operations of the Kuranda Visitor Information Centre (KVIC). This involves management of the centre, staff and volunteers and providing services to meet set objectives.

The position assists the Mareeba Shire Council Tourism and Economic Development Officer with tourism marketing and promotion for Kuranda and the Mareeba Shire. The Visitor Information Centre Manager will be required to work closely with the Mareeba Shire Tourism local tourism organisation board.

Key Responsibilities

- Oversee the day-to-day operations of the Kuranda Visitor Information Centre adhering to financial and administrative procedures and ensuring all volunteers provide all customers with friendly, accurate, courteous, prompt and efficient service and information
- Manage the recruitment, induction, rostering and retention of volunteers including following up on all operational problems experienced by volunteers in a proactive manner ensuring they are valued for their contribution, properly trained and have thorough product knowledge
- Provide a service which effectively addresses the needs of users and stakeholders by liaising and working closely with staff, volunteers, tourism operators and stakeholders for the advancement of Mareeba Shire's tourism industry
- Prepare and review budgets, strategic plans, policies and procedures as well as marketing and promotional opportunities for the Centre
- Carry out all office administration duties involved with the daily operations of the Centre including cash handling and reconciling, accounts, daily mail and correspondence, sales and customer service etc
- Coordinate and organise familiarisation visits by staff and volunteers to local and regional businesses, local accommodation and service providers
- Collect and collate statistical information on visitor numbers to the Centre as well as telephone, personal and postal enquiries for inclusion in operational and strategic planning
- Provide cultural and environmental displays and maintain appropriate cataloguing and records system as well as maintain the Centre's Archival, Accessioning and Collections Management System
- Assist with tourism destination marketing for Kuranda and the Mareeba Shire including digital and print marketing
- Liaise with the Visitor Information Centre regional VIC network for the display of brochures and other relevant matters
- Other reasonable duties as directed from time to time

Skills and Knowledge

- Well-developed skills to recruit, train, supervise and support volunteers
- High-level communication, interpersonal and negotiation skills including the ability to develop effective partnerships with community, business, government and tourism industry stakeholders
- Well-developed skills in financial management and administration including the ability to monitor budgets, manage a tourism product and retail facility
- Detailed knowledge of local and regional tourism and the role of visitor information services or the demonstrated ability to quickly acquire this
- Skills for tourism destination marketing or the demonstrated ability to quickly acquire these skills, especially digital marketing

Qualifications and Experience

Essential (Mandatory for the Position)

- Current Queensland C class driver's licence
- Experience delivering visitor information services
- Experience in an environment where a high level of commitment to customer service is applied

Desirable

- Experience recruiting, training and supporting volunteers
- Experience in destination marketing especially using digital platforms